

STUDIO BONITO Ltd

We know the most important part of design is capturing your vision in any outcome. For this reason we ask that you spend sometime filling out this sheet so we can start any discussion on the same page.

All about you and your business

Company Name:

Company Address:

Your Name:

Your Position:

Email:

Phone:

Company Web Address / or intended Web Address:

Describe your company

Describe the concept/product/service your site will provide

Whats is your annual turnover?

What is your budget for this project?

Is there a bigger plan to grow your company which the site is part of?

When would you like to start?

When is the working deadline?

What are your objectives?

Give us your main reasons for commissioning a new website.

In order of importance (most important first) what are the business objectives for your site

(eg, improving sales rate, increase customer satisfaction, reduce time searching)

What is your measure for success, and what are you hoping to achieve?
(ie, 20% increase in sales)

How do you monitor your ROI in regards to marketing?

Who are you doing it for?

Who's coming to your site? Describe the different types of visitors to your website in as much detail as possible.

Do you have an existing brand identity? How do you think this is perceived?

What do you imagine people using your site for? What will they want to do there?

Which if any of following feature would be useful to you;

- Updatability/CMS
- News and Pr management (blog / events)
- Newsletter / email list sign up
- Podcasts
- File uploads
- Visitor tracking
- Interactive maps
- Online booking systems
- E-commerce
- Image gallery
- Other (please state)

Design Concept

People are coming to your new site for the first time. How do you want them to feel about your company? (clean and corporate, eco-friendly, ect.)

Who is your main competition. (including their website addresses)?

- 1.
- 2.
- 3.

What works for them? What doesn't?

Have you seen any sites recently that you've liked the visual design of?
What did you like about it?
(try looking at www.siteinspire.net for a host of great lookin' websites)

Additional Comments

Are there any other requirements for this project we should be aware of?

Would you also be interested in any of the following?

Search Engine Optimization

E-Shot Campaign

Brand Identity re-Design (*Logo design / Corporate Stationary / Brand Guidelines*)

Brochures